

United States Department of the Interior
National Park Service

Peacock Brewery
Winnebago County, Illinois

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Peacock Brewery

other names/site number Rockford Brewing Company, Rock River Brewing Company

2. Location

street & number 200 Prairie Street - Brewery
500 North Madison Brewmaster's House

not for publication

city or town Rockford

vicinity

state Illinois code IL county Winnebago code 201 zip code 61104

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ___ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide ___ local

Signature of certifying official/Title _____ Date _____

State or Federal agency/bureau or Tribal Government _____

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

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I hereby certify that this property is:

___ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification**Ownership of Property**

(Check as many boxes as apply.)

- | | |
|-------------------------------------|------------------|
| <input checked="" type="checkbox"/> | private |
| <input type="checkbox"/> | public - Local |
| <input type="checkbox"/> | public - State |
| <input type="checkbox"/> | public - Federal |

Category of Property(Check only **one** box.)

- | | |
|-------------------------------------|-------------|
| <input checked="" type="checkbox"/> | building(s) |
| <input type="checkbox"/> | district |
| <input type="checkbox"/> | site |
| <input type="checkbox"/> | structure |
| <input type="checkbox"/> | object |

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
2	0	buildings
		sites
		structures
		objects
2	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use**Historic Functions**

(Enter categories from instructions.)

Brewery:

Agriculture/Subsistence: Processing-Brewery

Industry/Processing/Extraction: Manufacturing
facility-Bottling**Brewmaster House:**

Domestic

Commerce/Trade: Business- Office Building

Current Functions

(Enter categories from instructions.)

Brewery:

Commerce/Trade: Professional

Social: Banquet facility

Other: Marina

Vacant / not in use

Brewmaster House:

Commerce/Trade: Business

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7. Description

Architectural Classification

(Enter categories from instructions.)

Brewery:

Late Victorian-Romanesque

Brewmaster House:

Mid 19th Century-Greek Revival

Office addition:

Mid 19th Century- Neoclassical

Materials

(Enter categories from instructions.)

foundation: Limestone, concrete

walls: Brick, limestone

roof: Asphalt, built-up

other:

Narrative Description

Summary Paragraph

For over 150 years the Rockford Brewery has occupied a prominent location in the downtown area of Rockford, IL. The brewery complex is located in the Prairie Hill neighborhood on the east side of the Rock River. The site is approximately 2.25 acres and consists of two buildings. The main brewery is a 76,000 square foot red brick building. Over the years, the brewery has undergone a number of additions and renovations resulting in an asymmetrically massed building of varying heights and architectural styles. Simple Commercial Style sections can be found; however, the dominant architectural style is Romanesque Revival. The most notable exterior features are the 6-story tower and the large arched windows. The other building on the site is the original brewmaster's house, a two-story Greek Revival limestone residence built c. 1845. The brewery complex is structurally sound and still retains its integrity. The original structural systems, workmanship and materials are clearly evident.

Narrative Description

Setting

The brewery is located on the east bank of the Rock River. Rockford's central business district, known as the River District, is located on either side of the Rock River with State Street being its major commercial strip. The brewery is north of State Street on the North Madison Street business corridor. The brewery property is bordered by the Rock River to the west; Prairie Street to the south; Hill Street to the north; and Madison Street to the east. Most of the surrounding commercial buildings are low-rise, 1 to 2-story and constructed of brick or concrete block. The majority of businesses were built between the years of 1930 and 1970. There are a few older residential structures on Madison Street, but most of the residential neighborhood is in the area east of Madison Street. Italian immigrants historically settled the Prairie Hill neighborhood, and two Italian social clubs, the Lombardi and Verdi, are still located on North Madison Street. The residential neighborhood is urban in nature with typical small urban lots. There are a number of different architectural styles dating from the 1840's represented in the neighborhood homes.

A boat ramp is located on the south side of Prairie Street. Further south is the Riverview Ice House, built in the 1970s. This masonry block building has two ice rinks that provide recreational activities throughout the year for the Rockford Park District.

In recent years, the brewery property has been used as a Marina and the riverfront has been improved with a boardwalk and boat docks. There is also a gas pump on the river that provides fuel for boaters. Landscaping has been done to enhance the property. Hardscape in this area consists of concrete blocks with a stone-like look. These were used to create retaining walls, as the property slopes markedly towards the river. Plantings have been kept simple with a variety of sprawling ground covers indigenous to Northern IL, creating a natural look. Asphalt parking lots can be found on both the north and south side of the property with access from North Madison Street. Two paths lead from the parking areas to the boardwalk. These improvements in 2001 made it possible to access the entire perimeter of the building for the first time.

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There are concrete receiving docks on the south side of the building along Prairie Street that reflect the use as a storage warehouse. Two railroad spurs served the building with the ability to load and unload seven cars at any one time. Railroad cars were utilized as the primary means of transportation for shipping and receiving for long distances. At one time the west rail spur was an open area and later enclosed with a roof. The rail line is still visible. There is an auger that took coal from the rail cars into a hopper. The coal was then taken to the coal room adjacent to the boiler room situated in the middle of the building's basement. There is not a full basement in the lower level, only a partial. The boiler room also supplied heat at one time to the Cellusuede Building to the west. There is a concrete tunnel and an old railroad spur underneath the east alleyway.

Today the brewery complex is the product of ongoing expansion projects carried out to facilitate the processing, manufacturing, and distribution of beer. Events, such as a devastating fire in 1894, also brought about changes. In the case of the fire, some materials like the masonry walls survived, but many wooden roofs and support members were destroyed and eventually rebuilt. After prohibition, the building was converted to a warehouse. A number of changes were made to accommodate this new use including more additions and modifications to the structure. The resulting building is asymmetrical on the exterior with a rambling, somewhat disconnected interior. For clarity, the narrative description of the building will be handled by describing each of these building additions, how they were affected by the 1894 fire, and subsequent changes to the original structures. As each structure was built for a specific function in the brewing and bottling process, they are labeled as such in the description.

1845 Brewmaster's House

Jonathon Peacock started his brewing business in his personal residence in 1849. This house is still standing, although it has had a number of additions. The original home at 500 North Madison Street is of a Greek Revival design and constructed of indigenous limestone laid in a running bond pattern. The home was built c. 1845, as a T-shaped plan. Frame structures were added to the rear north side when the brewery business was developed. The original 2-story home is a simple gable-front. The house faces North Madison Street and its off-center entrance is located on the south end. The front door is topped with a fanlight transom and protected by a double-bracketed arched overhang. Double hung windows are found on the first and second floor of the house. These have simple stone lintels and sills. There is a wide frieze band that is discontinuous across the gable front.

The south elevation of the house is partially obscured by a brick office addition erected in 1902. This was needed due to the large expansion of the brewery business in 1899. The addition is a turn-of-the-century commercial style with some classic revival details. The double door to the office is on the west side of the south elevation. The entry has a leaded glass transom with the word "office" as part of the design. The entrance is also accentuated with a broken pediment embellished with a center finial. The stone frieze below the pediment also has the word "office" and the build date "1902." Window openings on the office addition have a wide stone lintel and a stone sill.

To the north is a long, but shallow two-story building constructed sometime during 1930 for warehouse storage. Half of the 1st floor is below grade. It is constructed of reinforced concrete with masonry infill. A steel metal building was added as a third story sometime in the 1970s. A number of entrance doors and loading docks face the Madison Street. There is carved classical ornamentation around a few of the doors. The building was originally designed to be five or six stories tall. A local company, Cellusuede, now uses the space for manufacturing. This addition was not part of the original brewery and is outside the period of significance. The warehouse storage building was connected with an infill to the Brewmaster's house sometime in the 1940's or 1950's. This allowed indoor passage from one area to the next. The connecting space was converted to a boiler room for heating and processing in the 1970's when the heating system was disconnected from the Brewhouse. Although the ware house storage building is a rather large addition to the Brewmaster's house, it does not take away its integrity. It is a non-contributing addition.

1857 Icehouse

After a number of years of brewing beer in his home, Jonathan Peacock needed more space to accommodate the growth of his business. In 1857, he constructed the original brewery structure. This was known as the icehouse. The northwest portion of today's building is what remains of the icehouse. It was a two-story Greek Revival design. The building has a limestone rubble foundation. The original limestone walls remain on the west, north and east sides of the building. There is a stone entry portal on the west side, at the river level, which originally received winter ice from the river. The foundation of the original portion varies in thickness from two to three feet. The basement floor was originally 18 inches deeper. This was modified in 2001.

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The original building had a wood gable roof that was steeply pitched. A major fire occurred in 1894, which resulted in the loss of the roof. Most of the building was spared because of its masonry walls. Major structural alterations occurred in 1894, and again in 1919, when a new 2nd and 3rd floor were added. The addition of the floors required the construction of new brick masonry exterior bearing walls to enclose the floors. The additional floors have heavy timber columns and wood beams that run in a north/south direction. The 2nd and 3rd floor framing consists of laminated 2 x 6 structural floor deck. The exterior walls consist of a two-color brick scheme that delineates the wall surface from the corner pilasters and parapet. This detail picture frames the exterior masonry elevation. The large window frames on the first floor on the north and west sides are original openings; however, the steel window frames were added in the 1920s. Originally the windows were double hung units. The ceiling of the lower level was modified in 1919 and has a barrel-vaulted ceiling with steel framing beams, corrugated steel form panels, and a poured concrete deck. A large freight elevator in the center of the building was added in 1919.

1862 Stock House

The next addition, to the south, occurred around 1862 and expanded the icehouse and 1st floor production capacity. It had a gable roof parallel to the first structure of similar height. Upper story alterations were made at the same time as noted above. A frame building was also added to the southeast in the 1860s. The large limestone foundation still remains to the southeast. The frame building did not survive the 1894 fire. Heavy timber beams and laminated 2 x 6 floor joists made up the new deck framing. In 1919 this portion of the building added two upper floors and matched the heavy timber framing. A large freight elevator was added in the 1919 modification that was centrally located in the building.

1870 Malt House

The brewery expanded to the south and east in 1870 with a two-story heavy timber addition that included a basement. Space was provided for two kettle mashes, and a malt house on the 1st floor. A boiler room was located on the west end of the lower level. Later in the decade, a stock house and stable were added to the east end. A wood frame stable structure was also added on the north wall. This area was severely damaged in the 1894 fire, and only the masonry walls survived. It was rebuilt as a two-story structure with a gabled roof, cupolas and skylights. Additional major alterations occurred in 1919 with the addition of a 3rd floor, new roof, new window openings with multi-paned lights, steel sash and a new brick veneer on the north and east walls. These modifications provided a more modern industrial look to the building. Stone coping and lintels provide the addition with minimal detail.

Inside, there is a fully exposed elevator gear system from 1919. It is located above the 2nd floor stairwell, adjacent to the centrally located elevator shafts at the west end of the former Malt House. Although no longer functional, this will be retained for future viewing by the public, as it is a distinguishing interior feature. The basement has had its heavy timber beams and columns removed and replaced with concrete columns and steel beams. This probably occurred in 1919 to strengthen a heavily traveled area on the 1st floor; however, the laminated structural wood deck from 1894 remains.

1899 Brew House Building

Built in 1899 and finished in 1900, this building is the most identifiable and distinguished section of the complex. Widmann, Walsh & Boisselier, a St. Louis architectural firm, designed the brew house. The building's most identifiable feature is the arching windows with five rows of radial header courses as part of the window design. The tall, upper story triple-hung windows make a strong design statement. The foundation is a rusticated Bedford limestone. There are multiple horizontal stone belt courses found in various areas of the facade. The brick cornice has a dentil relief at the tower parapet. The vertical brick pilasters frame the upper portion of the tower and are crowned with half round stone details. The tower is massed into two, four, five and six-story components. The two-story section housed the machine house. It contained the latest refrigeration equipment to provide cooling and ice making for production and storage. The building originally had the first floor at grade. The floor was raised to dock level when it became a warehouse storage building in 1919. The window and door openings were substantially shortened because of the dock construction.

The tower facade is divided into window components and solid walls. Several first floor windows currently have glass block infill. The original windows were multi paned with wood frames. The upper portion of the tower still has some of its original windows. Most of those windows had been bricked-in when the building was converted into a storage warehouse. The roof parapet had "BREWHOUSE" signage located on it as part of the architectural design.

The interior is reinforced concrete floors with steel beams and exterior masonry bearing walls. The large vertical spaces were designed for tanks and brewing production. A large freight elevator was added in 1919 and is located on the south

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side of the tower. One vertical open stair connects all floors in the center. When the building was redeveloped into a warehouse in 1919, vaults were added on the 2nd and 3rd floors to store furs and other valuables. The 1st floor housed offices on the east side. In 1919 the 1st floor was raised to dock height for transport purposes. A concrete dock was added on the south side. This section of the building has no basement.

1902 Bottling House

In 1902, the Bottling House was added along the river. Brewery laws of the day dictated a separate building for bottling. The rail spur could now serve two sides of the Brew House and the bottling house. The exterior foundation is constructed with a tapered rusticated limestone similar to the 1899 Brew House. The 1st story is brick with stone lintels over the doors and windows. Building dates are engraved in the stone on the south and west side (river side). The address is also engraved on the south side as "200 Prairie Street." A brick parapet conceals a sloping roof to the north. The original north and east walls of the building were removed in 1919 and the building expanded eastward along the rail spur. The interior is constructed of wood roof joists and deck, steel beams and tongue and groove wooden car siding that served as the bottling house ceiling. The lower level has steel-framed, brick barrel-vaulted ceilings. Small double hung windows provide natural light into the space.

The building was expanded to the north around 1905. The lower level cellar has a barrel-vaulted ceiling but is formed of corrugated steel forms with poured concrete. A large room was used for refrigeration. Steel framing provides support for the barrel vaults. The exterior has brick masonry bearing walls on a poured concrete foundation. The 1st floor windows continue the rhythm of openings in the adjacent structure with stone lintels and sills. The roof has an overhang with exposed rafters for drainage of the roof directly to the river. Small double hung windows provide natural light into the space. It should be noted that up until the turn of the century, limestone was the primary building material for foundations, but after 1900 concrete began to be used extensively. After 1905 concrete was used almost exclusively as a foundation material in Rockford.

The west center section of the building, along the river, was constructed between 1865 and 1880. The limestone foundation walls supported another structure prior to the 1919 reconstruction. The lower foundation walls were reconstructed in concrete probably at the same period that the adjacent south structure was built in 1905. It is not known what the function of this building was prior to 1919. The basement may have initially served as a storage area for ice; however, a chimney is located in the corner of the angled wall area and could have served as a boiler area for heating on one of the processes at the brewery. An 1880 lithograph aerial sketch shows a large chimney stack along the river edge.

The floor framing system is not original. The 1919 reconstruction still remains with the barrel vaulted 1st floor framing of concrete ceilings with the corrugated steel liners. The building had the 2nd and 3rd floors added that were contiguous to the rest of the building.

Building Infill

Sometime between 1913 and 1919 the Malt House was connected to the 1899 Brew House tower. This area was an open alley between buildings. An additional freight elevator was added to the east end of the building in the 1919 renovation. It was added to accommodate the new 3rd floor. The building enclosure matches the heavy timber construction of the malt house.

The south masonry walls of the malt house were reconstructed to be more open with brick piers serving as columns on the 2nd floor. The 3rd floor has a much lighter wood joist framing system designed only for roof loads. The 2nd and 3rd floors have a 2 x 6 laminated wood structural deck, sleepers and a 1" finish tongue and groove wood floor.

1919-1920 Southside Dock

When the infill of the building occurred, a dock was added to the south side of the building and a freight elevator installed on the inside, east end of the original malt house. It should be noted that three freight elevators were constructed in 1919. The foundations are poured concrete. The heavy timber construction, located adjacent to the area, was extended into the new infill space for all floors. The dock has a cantilevered steel framed roof supported by steel rods anchored into the structure. The east side elevator penthouse has a stone coping that rolls up into the masonry of the penthouse. For an industrial building, it still retains some quality architectural details that respected the earlier 1899 design utilizing brick and stone. Built in 1870, the original malt house building had the exposed stone foundations rebuilt in concrete, the brick veneer walls rebuilt and the windows altered to reflect the new Car Garage addition and need for more natural light in that portion of the structure.

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1919-1920 Car Garage

The car garage was constructed in 1919 –1920 as part of the warehouse conversion. It is a bowstring steel truss, clear span, barrel-vaulted roof with masonry bearing pilasters on the north wall and steel columns on the south side. The roof is constructed of wood joists and has tongue and groove wood decking. The exterior is hard-fired red/orange brick masonry with rectangular window openings. The building has three garage door openings. The space was renovated in 2000 - 2002. At that time, the steel frame windows were removed and replaced with insulated aluminum window units. A plaster ceiling was installed and new lighting and air conditioning were provided. New concrete stairs were also constructed to provide access to the ice cellar of the original building.

1920-1922 Rail Shed

The railroad played a significant role in the development of brewery and warehouse business. This building utilized the railroads as part of its distribution system. The two rail lines that came up to the building (one inside west side, one along east side of the building between the brewmaster's house and the brewery) were linked to the Chicago North Western Railroad System. There were a number of rail spurs located along Madison Street that served the industrial buildings that once were in the area. The large number of rail spurs resulted in designing the Jefferson Street Bridge viaduct over the tracks to minimize disruption of auto traffic. The Rockford Park District utilizes this track today for its trolley.

The west side railroad spur was covered around 1920-1922. It is constructed of brick walls with steel framing. The entry area has a brick parapet wall over the opening. The structure has steel columns and beams that are anchored into the west side of the brew house structure. Wood joists and wood decking enclose the space and clearstory windows face the river. The rail spur still exists and is set into a concrete floor. A large steel floor auger still exists. It once fed coal into the coal room for the boiler. Upper riverside window openings that are in the 1899 Brew House were enclosed when the shed roof was constructed.

Identifying Characteristics:

The brewery tower (1899) is typical of the type of structures built for breweries in the 1890's. Beer production changed due to the invention of refrigeration and mass production. The tower housed tanks and piping required for brewing. The staggered appearance of the tower reflects the functionality of what was going on inside. The large vertical windows provided natural light to the workers inside the space around the tanks. The brewing process was more of a vertical gravity fed function when this building was built. The building has had numerous additions that were driven by sales, increased production and the modernization of equipment for brewing.

Condition and Integrity:

As addressed in the sections above, the building has undergone significant modifications during the past 150 years, many of which occurred during its period of significance. A rebuilding campaign was necessary after a devastating fire in 1894, and a substantial investment was made to the building in 1896 and again in 1899 - 1900 to modernize the building and increase production space. More changes were made to the building in 1919 when it was converted to a warehouse, but since that time the brewery has remained relatively unaltered. It has been reasonably maintained with minimum deterioration, and retains good architectural integrity.

Its historical integrity is good. The building remains in the location where it was built. The location played a role in the brewing industry. There were artesian wells located on the property used for brewing. Initially the Rock River was a source of ice in the winter. This was stored in the cellar and used to keep the product cool year round.

The vicinity surrounding the brewery continues to retain its historical feeling. The immediate area is still a mixed-use neighborhood and the river and railroad are still dominant features of Madison Street.

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The building exterior is in excellent overall condition. There is some tuck-pointing and cleaning required. Much of the original character and details on the interior are intact. Structural support systems of the various building additions are still evident, as are original building materials such as brick and limestone.

One of the changes to the property that was unrelated to the historical usage of the building was the addition of the adjacent Cellusuede building. Cellusuede is a local manufacturer of flocking materials. The company currently operates in a long annex attached to the north side of the original brewmaster's house. The warehouse/manufacturing area was not a part of the original brewery complex and was constructed outside the period of significance, in 1930. Only two levels of this building were constructed. The basement is only a half level below grade. The building was originally designed as a six story building. However, the Depression stopped any further construction. It wasn't until the 1970's when a pre-engineered steel structure with metal siding was added on as a third floor. This section is therefore considered non-contributing. The connection between Cellusuede and original Brewmaster's residence could be removed. This would return the Brewmaster's residence to its original configuration.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1849 - 1922

Significant Dates

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

1899 Brew house

Architects: Widmann, Walsh, & Boisselier (St. Louis)

Supervising Architect: D.S. Schureman (Rockford)

Builder: Cook & Winchester (Rockford)

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ A Owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

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Period of Significance (justification)

The period of significance is 1849 – 1922 and represents the years in which Rockford Brewery was first founded in the residential home of Jonathon Peacock to the time it ceased production operations under owner/operator, John V. Petritz and was turned into a warehouse. The story of the brewery over this time period represents Rockford's contribution to the popular and expanding American beer trade.

Criteria Considerations N/A

Statement of Significance Summary:

The Rockford Brewery qualifies for the National Register of Historic Places under Criteria A and C. For nearly 70 years, it was Rockford's largest operating brewery. As such, the building is an excellent example of a large beer processing, brewing and bottling facility. It helps tell the story of the history of the brewing industry including the temperance movement and eventually prohibition. The main brewhouse was designed by the prominent St. Louis architectural firm of Widmann, Walsh, & Boisselier. This firm, and their predecessor E. Jungenfeld & Co., was nationally recognized for their work designing breweries. During the years of 1849 – 1922, the building's period of significance, the brewery never stopped evolving. The brewery's predominant Romanesque style was set in the late 1880s when the newer brew house was constructed. Although the brewery exhibits a number of architectural styles, many of the distinguishing characteristics of the facility are typical of a late 19th century/early 20th century American brewery making it a very good local example of this building-type. It remains a showcase of various engineering and construction techniques used during its period of significance. The building was expanded and adapted to increase production and incorporate new methods of brewing, bottling, and distribution. Eventually the building was modified to serve a completely new use during prohibition.

Criteria A: Industry and Commerce

History of Brewing

Colonists began brewing beer as early as the turn of the seventeenth century. Early settlers brewed an ale using corn. By the end of the century breweries were located in Massachusetts, Rhode Island, New Hampshire and Pennsylvania. For the most part beer was brewed locally in fairly small batches and stored in wooden barrels.

The first brewery constructed outside of the thirteen colonies was built in the French settlement of Kaskaskia (Illinois) in 1765 (Van Wieren). During the last half of the nineteenth century beer production grew. By 1810 the population of the US was 7 million and there were between 130 - 140 operating breweries producing nearly 185,000 barrels a year (Stack).

In the early 1800s, the steam engine had a major effect on beer production and laid the groundwork for brewing to evolve from a small home craft to a larger industry. Prior to that time, brewers depended on water or animal power to grind the malt. In 1819, a steam engine was installed in a brewery in Philadelphia and marked the first time an engine was used for beer production in the US. Large breweries eventually followed suit and employed steam instead of horses to do the grinding and agitating, but horses continued to be used by some smaller breweries for production and they were also used for transport of the finished product. Many larger breweries used teams of draft horses to drive the delivery wagons.

At the same time brewing was becoming a more industrialized craft, an organized movement was taking place to speak out against alcohol consumption. One such a group, the American Temperance Society, was started in Boston in 1826. Within three years membership in the group had grown to 100,000. By 1833, membership in temperance societies reached nearly 1,250,000, and there were over 5000 such groups across the US (Van Wieren).

Commercial brewing began in Chicago around 1833. In that year William Haas and Konrad Sulzer, two German immigrants who moved to Chicago from Watertown, New York, established the first full-scale brewery in the city. Within three years, the men were running a successful business and Sulzer sold his interest to William Ogden. In 1839 William Lill bought out Haas, and two years later Michael Diversey bought out Ogden. The brewery became known as Lill & Diversey. Lill & Diversey was sometimes called the Chicago Brewery. By 1857, Lill & Diversey had established itself as the largest brewery and distributor in the West (Skilnik 2-5). Milwaukee, WI was also in the beginning stages of establishing a brewing industry. In 1844, Jacob Best started a brewery in that city that would eventually become the Pabst Brewery.

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Up to this point, Americans preferred the taste of ales and porters, English-style beer, and this is what most breweries produced. But during the last half of the nineteenth century, lagers became more popular. This was due, in part, to the large emigration of Germans to the US between the years of 1848 and 1860. Many of these German families ended up in mid-western cities such as Chicago, Milwaukee, and Cincinnati. Germans brought new brewing methods with them as well as a taste for their homeland lager beer. Slowly, this type of beer increased in popularity.

By the middle of the century, temperance societies had grown. In the beginning these groups called for self-imposed abstinence, but as time went by they called for legislation to prohibit alcohol all together. Even though beer production numbers were continuing to grow, the temperance societies were gaining influence. In 1852, the state of Vermont enacted prohibition legislation. Over the next few years a number of states tried prohibition, but the legislation was generally short-lived (Van Wieren).

By 1860 there were 1269 breweries across the US producing over 1 million barrels a year for a population of 31 million. At that time, almost 85% of the brewers were located in New York and Pennsylvania. In 1862, an act was passed that put a \$1 a barrel tax on beer during the Civil War. The tax was sometimes referred to as a *war-tax*, as it was levied to help fund troops and the costs of the war. The same year the tax was enacted, the National Brewer's Association was formed. Overall, beer consumption rose dramatically during the Civil War (Schluter, 71).

Technology after the Civil War ensured continued growth of the industry. One of the most influential improvements for the industry was the advent of artificial refrigeration techniques. Refrigeration extended the brewing season, and helped with the consistency of the product. Another advance was the process of pasteurization. Pasteurization helped lengthen the shelf life of beer, making it easier to transport (Stack).

Overall, the industrialization of brewing led to an increase in production and eventually a decrease in the number of breweries. In 1870 there were 1,972 breweries in the US. That number grew to 2,272 in 1880, but by 1890 the number of breweries began to decrease. That year there were 1,928 and in 1900 fewer yet, 1,758 breweries. Fewer breweries did not translate to less production. In fact, in the year 1880 there were 12,800,900 barrels produced in the US; in 1890 the number of barrels produced was nearly double. By 1900, American breweries produced over 39,000,000 barrels and the number topped 59,000,000 by the year 1900. Simply put, fewer breweries were producing more beer. Another fact was true: the US population was increasing but not at the same rate of beer production. Between the years of 1865 to 1914, consumption per capita rose from just under four gallons to 21 gallons (Stack).

The brewing industry had the same growing pains as many other industries during the end of the nineteenth century. Working conditions were often subpar, hours were long, and many were underpaid. Workers organized in 1886 and formed the National Union of Brewers. During 1888 there were brewery worker strikes in Chicago, Milwaukee, and New York.

There were still plenty of small, local breweries, but brewing was rapidly becoming a big business. As the turn of the century approached, a new trend emerged. British syndicates began to invest in American breweries. As syndication became popular, the industry saw a number of consolidations and mergers. The larger breweries used the growing railroad system to transport beer to more remote markets. Some of these larger breweries became known as *shipping breweries* and their distribution ability greatly added to their market strength. Many believe that Chicago was surpassed by other cities, like Milwaukee, because their breweries failed to capitalize on expanding distribution (Skilnick).

The Women's Christian Temperance Union (WCTU) was formed in 1874. Their main objective was promoting alcohol abstinence, but they promoted other causes as well including fair labor laws, women's suffrage, and international peace. Frances Willard, the organization's president from 1879 – 1898, did much to help the group gain legitimacy. Under her helm, the WCTU politicized their platform. One member of the group, Carrie Nation, brought national attention to the WCTU message in a very unconventional way. Nation began a crusade in which she and other women vandalized and destroyed saloons, first with rocks and later with hatchets. Legislators seemed to be listening. By 1912, nine states were dry. In 1914 there were 14 dry states; and in 1916, 23 states had enacted prohibition legislation. Finally in May of 1919, Representative Volstead sponsored federal enabling legislation to prohibit the production, sale and transport of intoxicating liquors. By fall of that year, the 18th amendment was passed.

The repercussions of national prohibition were surprising. Alcohol production, including brewing, had long been a thriving legitimate industry. The manufacturing, distribution, and sale of alcoholic beverages did not go away after prohibition; it

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went underground. Gangster and criminals soon controlled the market and a new era of lawlessness ensued. Crime rates in many cities went up dramatically during the prohibition period and organized crime families grew more powerful. Many pre-prohibition breweries scrapped their equipment and sold or converted their properties for new uses. Others converted their operations to the production of related products like soda or versions of near beer, a virtually non-alcoholic beer allowed by law. A few were given special contracts to produce beer for medicinal use, an area tightly regulated by the government. Decisions made by the breweries during prohibition regarding facility usage and capital investments ultimately determined which companies would emerge after prohibition and dominate the brewing industry for years to come. Prohibition lasted for nearly 13 years; on April 7, 1933 prohibition was repealed.

Prohibition caused many smaller breweries with local- focused distribution to close. Larger, more heavily invested breweries continued operating by converting to the production of other beverages or malt syrup. When prohibition ended, the larger shipping breweries were prepared to resume beer production. Several hundred locally oriented breweries did reopen, but they were unable to regain their pre-Prohibition competitive edge and quickly exited the market. From 1935 to 1940, the number of breweries fell by ten percent (Stack).

Rockford Brewing Industry

Rockford is located about 20 miles south of the Wisconsin border and 90 miles northwest of Chicago, Illinois. Germanicus Kent and Thatcher Blake founded the town in 1834. The early explorers were searching for a location to set up a sawmill and discovered the area when looking for a place to ford the Rock River. They built a small dam and sawmill on the bank of what is now known as Kent Creek on the west side of the Rock River. In the spring of 1835, another group of settlers, led by Daniel Haight made their home on the east bank of the river.

Rockford was in a convenient location midway between the growing town of Chicago and Galena. An old Native American trail became The State Road and carried pioneers from Chicago to western destinations. Frontiersmen were drawn by the promise of land to farm as well as the opportunity to work in the Galena lead mines. Some choose to settle in the newly founded community on the Rock River.

In 1838, the first stagecoach arrived to the area on the State Road. The new village was well established as the new Winnebago County. Industrial growth came in the area in the mid- 1840s when the Rockford Hydraulic Company formed and constructed Rockford's first dam. A handful of early manufacturing facilities located along the chases including two sawmills, a gristmill, a woolen factory, and a foundry. Unfortunately the dam could not stand up to the forces of nature and the owners were forced to repair or rebuild it every spring when rain and flooding would wash it out. Finally in 1850, the dam was destroyed beyond repair (Kett 401). The following year, Rockford business leaders created the Water Power Company. They built a new and improved dam downstream. In 1853, a 750-foot stone and wood dam was constructed on a rocky ledge. Immediately, Rockford industrial leaders began building in the Central Industrial Area, taking advantage of the new power source. The area became known as the Water Power District.

Jonathan Peacock, a British immigrant, relocated to Rockford in 1849 just as the city's industrial base was beginning to grow. With limited resources, the 28 year old bought a limestone home on Madison Street and began brewing beer in the back of the house. His operation was small and his equipment consisted of a coffee mill in which he ground malt, a wash boiler used for mash brewing, and a wheelbarrow to deliver his finished product. Peacock was successful. He learned the brewing trade in England and spent time working in one of Chicago's larger Breweries, Lill & Diversey, before moving to Rockford (Johnson).

Industrial growth in Rockford was spurred by another mid-century development-rail transport. In 1852 the Galena and Chicago Union Railroad arrived in the city. The train brought a large number of immigrants to the community. Early industry in Rockford included the manufacture of farm implements, furniture, and hosiery. Factory work was plentiful during the last quarter of the nineteenth century and this translated to demand for Peacock's product.

By 1857, Peacock was ready to expand his operations and move them out of the house. He constructed a separate brewhouse on the land between Madison and the Rock River. The site proved perfect for beer production. There were two artesian wells on the property that provided plenty of fresh water, a necessary ingredient for beer production. In cold weather, the Rock River provided ice that was stored in the cellar and used to keep product cool. The site also had access to the Chicago and Northwest Railway line. Labor for the new facility was also plentiful. Peacock could choose from the many immigrants who had come to the Midwest seeking employment opportunities. During this time Peacock brewed a number of different types of beers including cream and stock ales (Johnson 32).

Although it is commonly believed that Peacock was the first brewery in Rockford, it is known that there were a number of other small brewers working in the city by the mid 1850s. One such brewery was located at 820 South Main Street and operated in a

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meat market owned by August Kauffman. Another brewery was adjacent to Kauffman's. John W. Diamond owned the Diamond Brewery that was eventually purchased by Kauffman in 1879. Beer was only brewed there for a couple more years before production ceased. At one time, Rockford boasted six breweries (Johnson 33).

As stated before, the nation's taste in beer changed during the last half of the nineteenth century, and Peacock brewed his first lager in 1870. He also produced a pilsner and a porter at that time. The Peacock Brewery became best known for its beer, Nikolob. Peacock used a catchy phrase to counter another popular brand from Wisconsin. The Nikolob tagline was, "You'll find good cheer in Nikolob, *the beer that made Milwaukee jealous*" (Johnson 32).

In the summer of 1894, a large fire almost destroyed the brewery. Much of the brewhouse was damaged, as was the roof of the icehouse and a large amount of Peacock's barley supply. After the fire, Peacock immediately began a rebuilding campaign. Sections burned by the fire were rebuilt. Unfortunately, Peacock died two years later. Upon his death his two sons, Edward and Frank, inherited the business. They invested in new equipment for the brewery and added production space. As a result of the improvements, the brewery's production rose from 6,000 barrels a year to over 20,000 barrels. Both of Peacock's sons died in 1899 from Tuberculosis. The brewery was eventually sold to John V. Petritz (Johnson 33).

Petriz was of German decent and immigrated to the US from Croatia in the 1880s. He spent some time in Freeport before he headed west to Montana and proceeded to make a fortune investing in breweries and saloons, and real estate. He and his Wisconsin bride had eight children and the couple eventually decided to move back east for the purpose of educating their children (Register Gazette, 17 March 1900, 6). Petritz was fond of northern Illinois and he and his family chose to settle in Rockford. Because of his business experience in the brewing industry, Petritz decided to purchase the Peacock Brewery. He took possession in 1899 and immediately made plans to expand the business. He hired St. Louis architects Widmann, Walsh & Boisscher to draw up plans for a new larger and more modern brewhouse. Local contractor, Cook & Winchester, was hired to build the brewery and architect D.S. Schureman was hired to oversee the project (Rockford Republic, 9 August 1900). Petritz invested over \$100,000 in the brewery which he renamed the Rockford Brewing Company. He added all new equipment to the facility as well. Petritz replaced boilers, engines, ice machines, and brewing machines. His improvements increased production to nearly 75,000 barrels. By 1909, the business claimed a \$10,000 profit (Johnson 34).

In the months that followed his purchase of the brewery, Petritz began buying and leasing real estate all over the city. In most cases, his goal was to acquire saloons where he could place his products. At one point, Petritz was in direct competition with representatives of the Schlitz Company who did not want to see Petritz get a monopoly on the beer market in Rockford (The Morning Star, 11 April 1900, 2). Petritz continued to improve the brewery, as well as strengthen his market share. In January of 1900, he purchased a bottling company on Charles Street from Charles Mayer. The following year, Petritz was ready to expand again and made changes to the old brewery on the property to add a new stockroom. He hired Peter Maffioli to build a \$3000 bottling house in 1902, and continued his quest to buy and lease Rockford storefronts. Rockford seemed to appreciate the business and money Petritz brought to the community and glowing articles in the newspapers touted his success.

However as time went by, the city became less kind to John V. Petritz. Complex liquor license and tax regulations coupled with the area's ever-changing stance on prohibition, spelled trouble for the Petritz family and the Rockford Brewery. Furthermore, Petritz made enemies of local unions for successfully squashing unionization in his brewery. Between the years of 1908 and 1916, Petritz faced 270 violation charges and was fined in excess of \$2,000 (Johnson 34). The final legal battle for Petritz came when he was caught selling beer in Winnebago County after the county had passed legislation making it illegal to do so. When the law passed in 1917 making it against the law to sell liquor in Winnebago County, Petritz circumvented the law by setting up a dummy company just over the Wisconsin border. Eventually he gave up the pretense and blatantly ignored the law. Instead of running supplies up to Beloit, WI and then having it shipped back to Rockford, he once again began taking orders out of the Rockford office. Petritz; his son Frank, company bookkeeper; Earl Blewfield, manager of the Beloit company; and numerous delivery drivers were all brought to trial and charged by both the city and the county. Federal Judge Landis presided over the courtroom and the trial was a media event. Each day the courtroom was filled with spectators and the newspapers gave a daily summary of the courtroom activities. In the end, Petritz paid \$15,000 that was split equally between the city and county. He did not have to serve time (Johnson 35). The Rockford Brewery license expired in 1918 and Petritz did not renew it. National prohibition promptly followed.

The Petritz family had been prominent industrialists and investors in Rockford. After suffering the indignity of being arrested and prosecuted, John V. Petritz was able to reinvent his business and save his stature in the community. He converted the brewery complex to a warehouse and focused on warehousing and distribution. They reinvented themselves into a new business that focused on warehousing and distribution. Like the brewery, the distribution warehouse was able to utilize the loading docks and railroad.

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One of John V. Petritz's sons, John G., tried his hand at re-establishing brewery activities after prohibition. When the brewery reopened, it was only used for aging and bottling. The beer, sold under the name Petritz, was actually brewed in Chicago. Two other proprietors owned the brewery, Edward Fox and Samuel Hirsch. Hirsch bought the brewery in 1937 and changed the name to the Rock River Brewing Company. They produced Coronet Old Vat and Grand Prize beer (Johnson 36). The final closure as a brewery was in 1945. It is interesting to note, that in the building's 160-plus year history, only five families have owned it.

Criteria C: Architecture

Architecture of the Pre-Prohibition Brewery

Breweries before the mid- 19th century were often small production houses, located within a home or perhaps a small business. It wasn't until the 1830s - 40s that larger scaled production dictated a special building type. Location was a critical consideration for building. A location close to a fresh water supply was necessary. Proximity to the agricultural products necessary for brewing, like barley and hops, was also helpful. In general, the development of the brewery as a building type has been the direct result of changes in the industry. These changes included growth, new technology and the economic and political climate of the times.

When Americans first started brewing, they used methods derived from their British homeland. They tended to brew beer with which they were familiar, primarily ales and porters. The relatively high alcohol content of these beers helped with preservation. This was true of the Peacock Brewery. Peacock was a British immigrant whose first products were ale and porter brewed in his home with the simplest of equipment. He was able to expand his brewery as production grew and did not have to relocate as the land behind his home offered the ideal locale for a commercial brewery. The Rock River was a source of ice used for cooling and storage. The river also offered a large aquifer where shallow artesian wells provided the purist water. Because the land sloped markedly towards the river, Peacock was able to build cavernous storage into the hill.

As previously noted, American's preferences in beer began to change around the 1850s, influenced by the large number of German immigrants that arrived around that time. The Germans were accustomed to a lighter beer with more effervescence. They called this beer, *lagerbier*. Lager was made with bottom-fermenting yeast and the beer was required to be stored in a cool place for a longer period of time than the traditional ale. As lager grew in popularity, breweries needed more underground fermentation and storage area. As the breweries expanded, they added additions to their original buildings or built new buildings adjacent to the old.

There were a variety of architectural styles for breweries before the Civil War. Many of the early, smaller breweries were vernacular styles. Beer consumption and production increased during and shortly after the war. In response to the growth, larger and more substantial breweries were built. The influx of Germans, many of whom became important brewers in the mid-west, affected the general styling of the new breweries. The *Rundbogenstil* style became prominent for breweries. This German term that translates to "round arch style," had been popular in Germany from 1820 – 1850 (Appel 171). The features of this style were similar to those of the Romanesque style with arched windows and doors. Windows were often paired and tripled. Large groups of windows were set within round arched recessed areas in the walls. There was often decorative brickwork and it was not uncommon for the gables to have corbelled arcades. The plan for the brewery was dictated by function of the areas located in the spaces. After the Civil War there was more division of tasks within the brewery and this was reflected in the plans. Different functions within the brewing process dictated their own area, or in some cases, building. It was often easy to distinguish one processing area from another (Appel 172).

During the last quarter of the nineteenth century, the form of breweries began to change in response to growth. As previously stated, production was going up but the number of breweries was actually decreasing. Larger breweries were constantly refining their buildings and complexes to keep up with new technology. The process of brewing beer had become complex and it required skilled designers to come up with ingenious architectural solutions. Brewery architects specialized in this particular building type. One such architect was Fred Wolf of Chicago. Another was August Martizin, also of Chicago. When John V. Petritz purchased the Peacock Brewery in Rockford, he commissioned an architectural firm that specialized in breweries to design his new brew house.

The architectural firm was Widmann, Walsh & Boisselier out of St. Louis. Frederick Widmann, one of the principals, came to the US in 1874 at the age of 15. He apprenticed as a carpenter and then studied architecture in the office of Thomas Walsh and Edmund Jungenfeld, prominent and respected architects at the time. Robert M. Walsh was the son of Thomas Walsh and he

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worked as a draftsman and architect in his father's firm during the 1870s. In 1881, Jungenfeld, the younger Walsh, and Widmann started their own firm. Jungenfeld died in 1884, but even after his death the firm was known as E. Jungenfeld & Co. A portfolio of the company's brewery commissions list the Old Lone Star Brewery in San Antonio; the Anthony & Kuhn Brewery, the Excelsior Brewery, H. Grone Brewery, all in St. Louis, and many others (American Brewery History). The company is probably best known for its work with the St. Louis based brewery, Anheuser-Busch. They did the design work for all of the brewing company's plants. At some point Casper Boisselier joined Widmann and Walsh. Boisselier left the firm in 1906 and left the St. Louis area in 1909. The firm of Widmann, Walsh & Boisselier also designed two large attractions for the 1904 St. Louis World's Fair. The Tyrolean Alps was one of the many attractions of The Pike, the fair's large amusement and concession area. Tyrolean Alps was originated by Adolphus Busch and included among other things a steam gazebo, and over 20 buildings. Widmann, Walsh & Boisselier designed the Alps beer garden. Additionally, they were the design firm for the Palace of Machinery. The huge German-influenced exhibition hall was 1000 feet long and covered almost 10 acres.

A number of technological advances in the brewing process dictated the type of buildings the brewery architects designed. The incorporation of refrigeration changed the shape of the breweries. Uncontaminated ice was getting more and more difficult to find. In her article on the impact of refrigeration, Barbara Krasner-Khait states that the brewing industry was one of the first to benefit from mechanical refrigeration. Krasner-Khait goes on to state that the northern states were one of the first to use mechanical refrigeration in their breweries. S. Liebmann's Sons Brewing Company in Brooklyn, New York installed an absorption machine in 1870. Architect Fred Wolf is credited with securing the American rights to the Linde refrigeration machine in 1882 and he began installing the machine in the breweries he designed (Appel 179). Commercial refrigeration was primarily directed at breweries in the 1870s, and by the turn of the century nearly every brewery was equipped with refrigerating machines. Older breweries used icehouses, but newer breweries equipped with refrigeration used stock houses. The stock houses were well insulated with few if any windows. Brewery expert, Susan Appel, states that the architects often kept the articulated patterning of the windows in these areas or buildings, but did not put in windows. This often gives the appearance that the original windows were bricked-in, when they very well might have been blind originally (Appel 179). The interiors of the breweries continued to incorporate new technology of the time and the exteriors reflected the processes occurring within. Multi-story buildings were constructed to house top-down gravity flow systems that had become the standard for American breweries near the turn of the century. In a top down system, the malt entered at the top of the brew house. This was dropped to the next floor to mash tubs where it was mixed with water. The product then went down to kettles for boiling into wort. And finally the wort was then strained before it was pumped to cooling devices and then fermented and stored.

The tall buildings not only served the production process, but they also gave a new high profile appearance for the business. Architectural detail and quality of design were all part of the marketing and branding of the product. Throughout this era, photos and sketches adorned brewers advertising their buildings and production facilities. Brewery owners wanted their buildings to portray strength and they sought a substantial architectural style. During this period there was a shift to a more Richardsonian Romanesque style. Prohibition in the 1920s put a halt to brewery building in general. After prohibition, newer breweries tended to lean towards the International Style.

Conclusion:

The Peacock Brewery was Rockford's first and longest operating brewery. The building chronicles historic trends in our country from a time when beer was a popular and acceptable drink to a time when temperance groups put an end to its legal production. The building story goes a step further; after prohibition the building changed uses to a large warehouse. Warehousing and distribution actually became a booming business for Rockford. Goods such as produce, automobiles, furs, and furniture were all stored and shipped from the old brewery.

The red-brick building is a surviving example of mid-nineteenth century brewing, but also shows the progression of the brewing industry up to the time of prohibition. Its home craft-origins are exemplified by the simple Greek Revival brewmaster house still on the property. The story of the evolution of brewing to a full-fledged industry is captured in the Peacock Brewery's early buildings. These buildings took advantage of the topography of the property and the proximity to the river and rail. The brewery also exemplifies how commerce expanded facilities to increase production, and adapted them to new methods of production in the supply and distribution of goods. Designed by a nationally known brewery architectural firm, the 1900 brew house was an up-to-date facility in every respect.

The Peacock and Petritz families were prominent industrialists in the community, who gave a great deal of money to charities. The workmanship, high-quality materials and superb maintenance of the building have all contributed to the structure's longevity. The brewery continues to be an imposing downtown building along the Rock River and the 6-story brew house is still a prominent feature of the city's skyline.

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The Peacock Brewery is eligible for the National Register of Historic Places under criteria A and C. The brewery is a one-of-a-kind property in Rockford IL. It is historically significant on a local level for its association with Rockford's industrial and commercial past. It is also architecturally significant. The complex is an excellent local example of a nineteenth-century brewery, exhibiting many of the architectural features typical of this building-type. The highlight of the building is the 1900 brew house designed by the prominent architectural firm of Widmann, Walsh, and Boisselier, successor of the E. Jungenfeld Company. The firm was well respected for their expertise in brewery design. The brewery is fortunate to have the brewmaster's house extant on the property. The period of significance is 1849 – 1922. This time period begins with the construction of the home that gave birth to the brewery and ends after the brewery was converted to its post-prohibition use as a warehouse.

9. Major Bibliographical References

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Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67 has been requested)
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other
- Name of repository: _____

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Winnebago County, IllinoisHistoric Resources Survey Number (if
assigned):

10. Geographical Data

Acreage of Property 1.42

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 16 327891E 4682224N
Zone Easting Northing2
Zone Easting Northing3
Zone Easting Northing4
Zone Easting Northing**Verbal Boundary Description** (Describe the boundaries of the property.)

The property is bounded by the Rock River on the west, Hill Street on the north, and Cellusuede structure along Madison Street on the east, and then by Madison Street running in front of the brewmaster's house. The south boundary is at Prairie Street. The Brewhouse could have been submitted as a single building, however it was important to include the original brewmaster's house since its architectural and historical integrity is still intact and it does contribute to the significance of the site.

Boundary Justification (Explain why the boundaries were selected.)

The boundary of the site are the lots historically associated with the Peacock Brewery.

11. Form Prepared By

name/title Gary W. Andersonorganization Gary W. Anderson & Associationdate March, 2011street & number 333 E. State Streettelephone 815 963-1900city or town Rockfordstate ILzip code 61104e-mail gwaadmin@gwaarchitect.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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Winnebago County, Illinois

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property:

City or Vicinity:

County:

State:

Photographer:

Date Photographed:

Description of Photograph(s) and number:

1 of ____.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Prairie Street Brew House LLC, Diane Koch, Presidentstreet & number 200 Prairie Street

telephone _____

city or town Rockfordstate ILzip code 61107

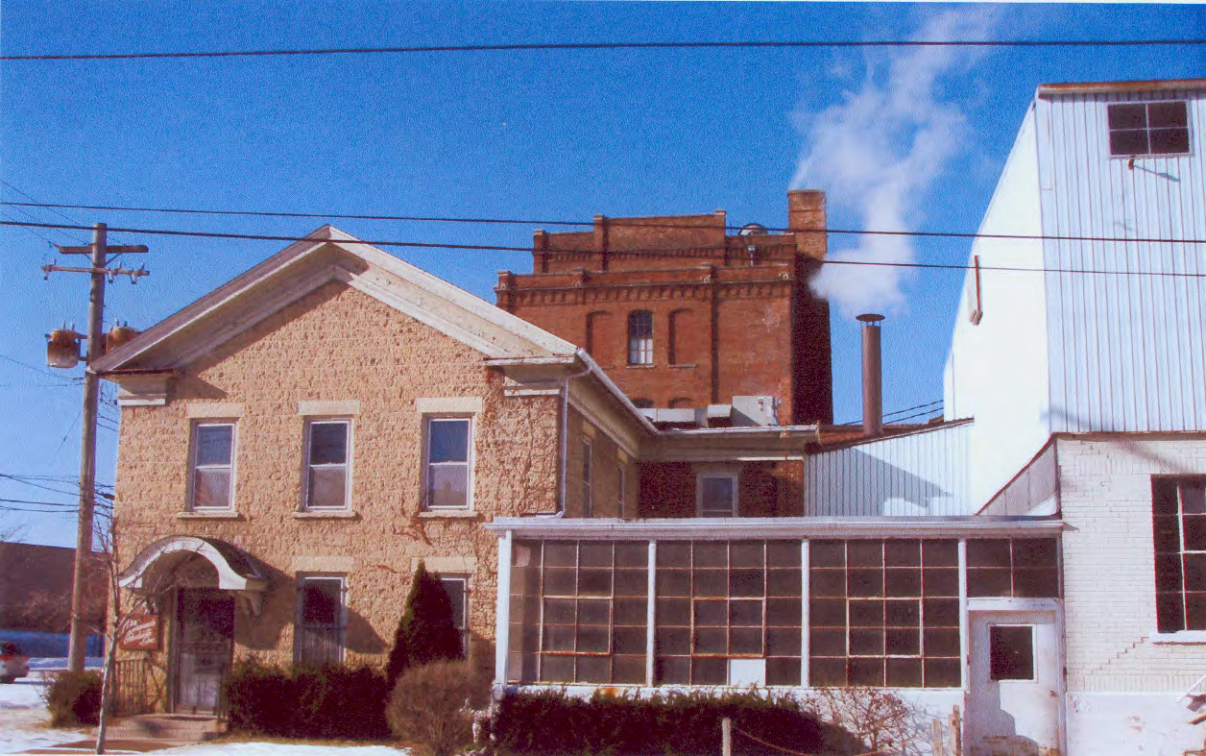
Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.





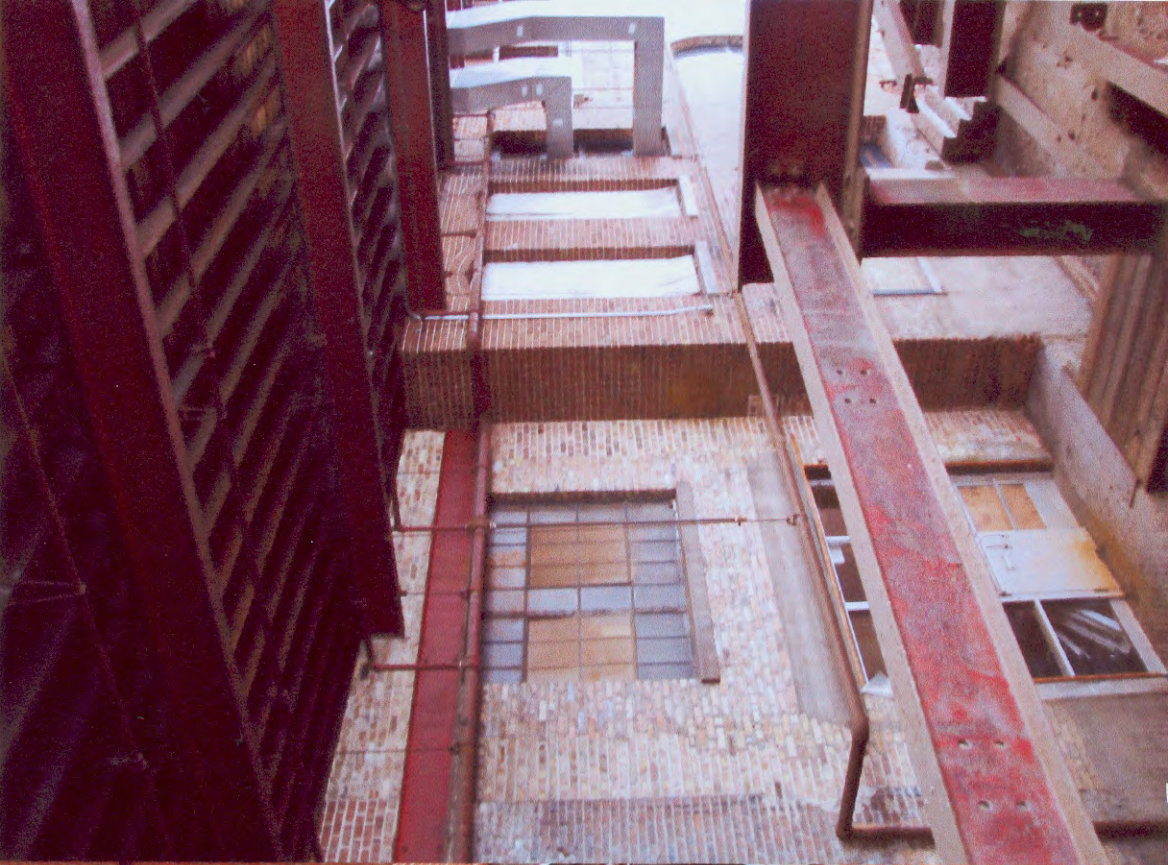








Brewmasters House with Brew House in the background looking toward the northwest. Prairie Street is on the left hand side.











First floor of the Ice House. Note the heavy timber column and beam. The







PEACOCK BREWERY

PRAIRIE STREET BREW HOUSE | 200 Prairie Street | Rockford, Winnebago County, Illinois

UTM reference zone
16 327891E
4682224N

07.19.2011